

ADVERTISEMENT
talks
on marketing
by Hoyt's
NOVEMBER 15TH, 1922

Hardtack and Clam Chowder

In the good old days when the writer was a boy, hardtack was served with clam chowder. Today they serve things called saltines, crispettes, or some variety of the modern "flapper" cracker.

When you eat hardtack you have to put your teeth into it; you can eat the modern cracker by drawing your breath.

One night at the New York Sales Managers' Club a man made himself famous by saying that the type of salesmen he wanted was the good, old-fashioned, broad-beamed sort. He was not interested in the "flapper" cutter-built type of salesmen.

So it is with Advertising. It is a question if we are not having too little of the "hardtack" variety and too much of the "saltine" sort. It might be that there is too little common sense, and too many furbelows about Advertising today.

Old-Time Advertiser

YEARS ago, when Advertising was young, there was a type of advertiser who used "hardtack" methods of advertising and "broad-beamed" methods of selling. The businesses which this sort of advertiser created are still going strong.

Then from 1917 to 1920, a manufacturer could sell all that he could make even though he didn't use the best advertising and selling methods. Accordingly there came into existence the soft-pedal, flimsy, pat-me-on-the-wrist methods of Advertising and Selling. It is a question whether we have yet come back to "brass tacks" and common-sense in marketing.

Hoyt's Service, Inc., put "hardtack" common-sense methods into the marketing plans which they build.

Salesmen and Advertising Must Work Together

THE great thing needed, right now in most firms, is a closer working together between the sales and advertising departments.

The phrases often used, such as "merchandising" - "atmosphere" - "putting the buyer in the picture" - may mean something to some people; but "sales" and "profits" mean more, and they can be secured by intelligent blending of sales with Advertising.

We recognize the value of a deferred profit; we are quite willing that Advertising should be built to take care of a big future; but right now Advertising ought to come close to paying its own way.

One of our customers recently said that his campaign "must live on its own fat." This crude expression deserves study.

Three Meals Daily

It is a fine thing to build for the future, but we all need three meals each day. "Planned Advertising" is designed to furnish three meals per day and at the same time provide a future.

Hoyt's Service, Inc., believes in running its own business by business methods. We have an art department of which we are proud, but we run this department as a business office and not as a studio. We have a copy department, and the men and women in it know how to write; but they know they are working on business propositions with no room for frills. We have a space-buying department, and this department does not permit itself to be influenced by anything except value.

We have a successful method under which we start to work for a new customer. This method does not involve a great deal of expense or commitment. Will you give us an opportunity to tell you about our organization and to explain our methods?

Hoyt's Service, Inc.
PLANNED ADVERTISING
Registered U. S. Pat. Off.
116 WEST 32nd STREET
NEW YORK
BOSTON CLEVELAND
SPRINGFIELD, MASS.

Fuller Faces Jury in Trial For Bucketing

Prosecutor Declares Bankrupt Stock Broker Issued "Boomerang" Checks for Unpurchased Securities

Complainant Testifies

Alleges He Got Confirmation of Purchase of Oil Shares That Were Not Bought

The trial of Edward M. Fuller became the center of interest in the bucket shop crusade yesterday, when Justice Robert S. Johnson and a jury in General Sessions began a hearing of the methods and transactions of E. M. Fuller & Co., which culminated in the concern's \$5,000,000 failure and the filing of thirteen indictments against the partners last June. The first indictment was dismissed at the request of the prosecution early in the day, but Fuller was kept before the bar on a second bucketing charge. Before the evening adjournment Assistant District Attorney Neilson Olech had finished outlining the case for the state and had called one of his principal witnesses.

"I intend to show what Fuller did when he found that his firm, the largest house on the Consolidated Exchange, was in financial difficulties," the prosecutor began. "He sent for J. Harold Braid, of Braid & Vogel, 50 Broadway, members of the Consolidated, and proposed that the latter should let him pretend, at the end of each day, that he had bought certain securities from him. In return he offered a commission of \$2 a hundred, which may have been raised to \$5 when the deal was closed."

"After that Fuller sent a check to Braid every day, as though he had put through legitimate transactions with him. At the end of the week Braid deducted his commission from the amount he had received and sent a check for the balance to D. Greenberg, Fuller's office boy. The draft was then endorsed and turned back to Fuller. The circle was complete."

"As witnesses to these methods we shall call both Braid and Greenberg. We shall also call the complainant upon whose charge this indictment is based, Franklin L. Link, of West Moreland, Tenn. He will testify that he ordered sixty shares of Middle States Oil from E. M. Fuller & Co. and that he received a confirmation from them purporting to show that they had bought the stock, whereas in fact they had simply pocketed the money."

The examination of Mr. Link continued the remainder of the day. In the course of the questioning the prosecution brought out that despite the fact that his account showed a paper profit of \$3,000 he had actually lost \$3,100 of the \$4,000 which he had put up as collateral for his speculations.

Dr. Campbell Honored To-night

A reception will be tendered to-night to the Rev. Dr. John Campbell at the Church of the Mediator, Kingsbridge Avenue and 181st Street, in commemoration of the twenty-fifth anniversary of his pastorate. There will be a musical program in addition to addresses by the Rev. Milo H. Gates, the Rev. G. A. Carstensen, the Rev. John R. Atkinson, the Rev. H. Percy Silver and the Rev. Henry Lubeck.

about downtown offices—

As we anticipate a great demand for May, 1923 space, we suggest you consider now the following offerings which combine the desirable elements of choiceness, location, light and price. Special concessions for immediate occupancy.

Wall St. Exchange Building
43 Exchange Pl.

AN opportunity exists now to obtain a daylight suite in this carefully supervised, distinctive building, where space is seldom available.

The location between Broad and William St. with a connection to Wall Street is most advantageous for a broker, lawyer or investment house. Suite 701-2 containing 1100 square feet fronting on Exchange Place, is open for lease. Already partitioned and arranged, eliminating the need for radical changes for immediate occupancy. Only two business neighbors on floor: Lee, Higginson & Co. and Carlisle, Mellick & Co.

For Store or Office a Ground Floor
at 16 Exchange Pl.

THE Canadian Bank of Commerce Building stands at the center of marine insurance activities, and at the eastern tip of the financial section. It is the logical location for cotton or marine insurance brokers, or a general business that requires a downtown location. A highly desirable space of 1600 square feet on the ground floor can be divided. The building is only one block from the New Cotton Exchange, at the tri-corner of Beaver, Hanover and Exchange Place. There are also a few office units of from 300 to 500 square feet to be had at this time.

68 William St.
At the corner of Cedar

A FINE building in character and service owned by the Royal Bank of Canada, which occupies a portion of it as Manhattan headquarters. Standing at the south end of the insurance district it affords an exceptional opportunity for insurance, financial and legal houses to establish their activities among a select tenancy of their own type and standing.

We invite inquiries from interested parties seeking high grade office space—downtown or uptown.

Wm. A. White & Sons
Established 1868
46 Cedar Street
Tel. John 5700

French Aviator Killed With Two Aids in Race

Poiret's Propeller Breaks; Lieut. Schrader Falls to Death in Baltimore

LE BOURGET, France, Nov. 14. (By The Associated Press.)—Edmond Poiret, noted French aviator, and his two mechanics were killed today when his machine crashed during the competition for the grand prix for commercial airplanes here.

The accident was due to the breaking of the rear propeller of Poiret's airplane, which cut through the machine.

BALTIMORE, Nov. 14.—Lieutenant Edwin G. Schrader was instantly killed and Lieutenant Francis A. March was slightly injured when their airplane crashed at Logan Field, near here, today.

The two men had been aloft about two hours. When about fifty feet above the earth the engine stalled and the plane went into a nose dive. Both were West Pointers and members of the 3d Corps Area football team.

Lieutenant March is a nephew of General Peyton C. March, former chief of staff of the army. He is attached to the Edgewood Arsenal. Lieutenant Schrader's home was at Bloomington, Ill.

General Harbor Strike Held Unlikely by Unions

Conference on Situation by Boards Scheduled for This Afternoon

Possibility of a general strike of freight handlers in New York and New Jersey railroad yards and terminals, in sympathy with a walk-out of 300 freight handlers from the Pennsylvania's Waverly Transfer, was averted yesterday.

It was announced yesterday by J. H. Chapman, an official of the Brotherhood of Railway and Steamship Clerks, Freight Handlers and Express and Station Employees, that representatives of the union boards on the various railroads entering New York City and the Jersey terminals are to hold a conference to consider the situation. This may be held this afternoon at the Hotel Continental.

Mr. Chapman added that it would be extremely unlikely that a strike, if one is called, would go into effect for at least a week.

The Waverly Transfer trouble started over the question of Sunday work. The union officials claim that a general strike of the freight handlers in this district would tie up the movement of all freight in and out of New York Harbor, but railroad and shipping executives insist that could not be the case.

Columbia Head to Preside at Harlem Tribute to Soldiers

Nicholas Murray Butler, president of Columbia University, will make the principal address Sunday night at the dedication of a tablet in memory of the soldiers of Harlem who lost their lives in the war. The ceremonies will take place at the Institutional Synagogue, 37-42 West 116th Street, and will commemorate the fifty-ninth anniversary of Lincoln's Gettysburg address, as well as the opening of the Institute Forum.

Prominent Jews will speak. The presentation of the colors will be made by the Thomas Jefferson Post of the American Legion, and the Norman H. Davis Post of the American Veterans of Foreign Wars.

Wassermann's Failure Follows Broker's Suicide

(Continued from page one)

margin from a loss. He also added that the banks had been asked not to liquidate their collateral in the present depression of the stock market, as the receiver believed that the creditors would benefit between the difference of the market value of the stocks held and the amount of the loans if they were sold when higher prices prevailed.

According to Mr. Lewis the largest trading account the firm had was carried in the name of Leroy Fairchild Baldwin. His account, the lawyer said, amounted to approximately \$250,000, of which over \$100,000 represented cash for margin and the balance in securities held for collateral. The attorney gave no intimation as to the business connection of Mr. Baldwin.

Firm Hoped to Get Loan

Mr. Lewis also learned that a conference had been called by the younger Wassermann on Saturday afternoon at which the financial affairs of the firm were discussed and ways and means of reaching a solvent status were discussed. Mr. Lewis said that three of the firm were present. At that time, the attorney said, those present agreed that if they could obtain \$235,000 in loans they could present a solvent report to the Stock Exchange.

The bankruptcy petition alleged preferential payments to creditors to the amount of \$20,000, including a specific payment of \$5,000 to Belden Rosch while the firm was insolvent. The petition gave the members of the firm as Jesse Wassermann, Arthur Stiner and the late Jesse A. Wassermann.

Harold A. Content, of the law firm of Griffiths, Sarfaty & Content, 120 Broadway, personal friend and attorney for young Wassermann, gave as the cause of the young man's suicide a combination of worry over his wife's divorce and the impending financial difficulties which the firm would have to face.

Mr. Content said that young Wassermann unquestionably knew the firm was facing bankruptcy. He confirmed reports that the firm had been called upon recently to answer a questionnaire sent out by the business conduct committee of the Stock Exchange, in line with the exchange's policy of obtaining detailed information regarding the financial condition of its members.

Mr. Content denied that young Wassermann had been living in an extravagant fashion but admitted that when he and his former wife were living together they had lived expensively. The attorney said that he could not go so far as to say that Wassermann still loved his former wife but added he "felt the blow deeply when she divorced him in Paris and married a German."

Discussing the history of the Wassermann firm Mr. Content said that Edward Wassermann, the founder, with his brother Jesse, had a wide acquaintance. Twenty years ago "Eddie Wassermann," as he was called, was an intimate of the old Waldorf crowd of Wall Street speculators, of which John W. Gates and Richard Canfield were leaders.

Mr. Wassermann's funeral was held yesterday afternoon at Hornthal's Funeral Parlor, 597 Lexington Avenue. Only the immediate members of the family were present. At the request of the relatives, Mr. Content said, no elegyman attended. The burial services were simple and consisted of a brief address which Mr. Content made as a friend. The interment was at Salem Field, Cypress Hills, L. I.

Those present at the funeral included Mrs. Joseph J. O'Donohue, the young man's sister; his brother Edward, employed as a clerk by the firm; Carl von Bergen, father-in-law of Wassermann's former wife, and his uncle and aunt, Mr. and Mrs. Henry Seligman. Mr. Content said that Von Bergen, who has of his daughter divorcing Wassermann, as a branch manager, never approved of his daughter divorcing Wassermann.

Major M. A. Hall Marries Miss Johnson in Paris

Ceremony at American Church of Holy Trinity in Presence of Members of Families

PARIS, Nov. 14.—Miss Josephine Johnson, daughter of Mr. and Mrs. Otis Wells Johnson, of Racine, Wis., and Major Melvin A. Hall, U. S. A., son of Mr. and Mrs. William A. Hall, of Paris and New York, were married today at the American Church of the Holy Trinity here.

The ceremony was performed by the Rev. Dr. Frederick W. Beckman, the rector, in the presence of a large number of the members of both families and their friends, among them Ambassador Herrick and Consul General Thackara.

Major Hall is a graduate of Princeton, '10, and is attached to the American Embassy in London. His parents spend the greater part of their time in Paris, where they have a home. His mother was Miss Sarah Jewett Adams.

After their morning's work the 670 committeemen assembled at a luncheon in the Hotel Biltmore, where the roll of the committees was called and each chairman answered giving the number of new members his committee had obtained. Team No. 25 had the highest number, with fifteen applications signed.

Just after Lewis E. Pierson, president of the Merchants' Association, had opened the luncheon, preparatory to turning it over to William Fellows Morgan, chairman of the campaign, Barney Bernard and Alexander Carr, as "Potash & Perlmutter," gave a humorous debate on why a new member should join the association.

Among the business men who are on the membership committees are Union N. Bethell, of the New York Telephone Company; Lincoln Cromwell, attorney; Arthur Sachs, of Sachs & Co.; Rollin P. Grant, vice-president of the Irving National Bank; Samuel Brill, of Brill Brothers; Arthur H. Scribner, publisher; Henry Ives Cobb Jr., banker;

Merchants' Drive Nets 319 Members On Opening Day

After Work, 84 Committees Lunch at Biltmore Where Roster Shows Team 25 Got Most Applications

The campaign for membership of the Merchants' Association opened yesterday with a total of 319 applications, received after a two-hour canvass of business houses of the city by members of the eighty-four committees made up of members of the organization. This is a considerable improvement over the last membership drive of the association in 1916, when 242 applications were obtained on the first day.

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Robert McMullen, banker; Archibald Rossval, William Sloan; Coffin, J. Clarence Davies, banker; W. W. Barbour, banker; Bernard Gimbel, of Gimbel Brothers; Lawrence B. Elliman, real estate; M. Morgenthau Jr., banker; and Edward C. Thayer, of the New York Telephone Company.

Spain Dissolves Army Party

MADRID, Nov. 14. (By The Associated Press.)—Premier Sanchez Guerra today, at the opening session of the Cortes, read a decree dissolving the officers' committee.

The Spanish officers' committee were formed during the World War by the infantry in protest against aspersions of the government regarding the weakness of the army.

ASTOR COFFEE
VAC-KEPT
Always good taste

Franklin Simon & Co.
A Store of Individual Shops
FIFTH AVENUE, 37th and 38th STS.

For Madame and Mademoiselle
PARFAIT EVENING SLIPPERS OF IMPORTED SILVER OR GOLD BROCADES

Sandals, Opera or Tongue Slippers
Three New Custom Models, At Half The Custom Boot-maker's Price
12.50

Our fashion reporters who noted what was worn at the opening of the opera and the horseshow this week report silver or gold brocaded slippers as the dominant footwear fashion.

Rhinestone Buckles 7.50 to 25.00
FEMINE FOOTWEAR SHOP—Third Floor

Franklin Simon & Co.
A Store of Individual Shops
FIFTH AVENUE, 37th and 38th STS.

For Madame and Mademoiselle
IMPORTED FRENCH SUEDE LONG GLOVES

Priced a Great Deal Lower Than the Next Importation Will Be Under the New Tariff

Of genuine suede kidskin which is superior both in appearance and wearing qualities to the suede lamb-skin that is usually offered.

Twelve Button Mousquetaire Gloves French gray or mode 4.75
Sixteen Button Mousquetaire Gloves French gray or mode 5.75

FEMINE GLOVE SHOP—Street Floor

B. Altman & Co.

The Gift Artistic

Occasional Furniture

Needlepoint Chairs in a variety of colorings of hand-made gros point, interspersed with figures or motifs in petit point.
From \$285.00 each

French Commodes. An interesting adjunct to living room or bedroom. Decorated with marquetry or parquetry of rare woods. Some have marble tops.
From \$175.00 each

Occasional Tables in a large variety of styles and compositions, some carved, others lacquered or embellished with ormolu.
From \$45.00 each

Occasional Chairs. An unusual collection of arm chairs and side chairs covered in materials for all purposes, others carried in stock in muslin to be covered in specially selected fabrics.
From \$90.00 each

This interesting collection is displayed in a special section of the Fourth Floor

Madison Avenue-Fifth Avenue, New York
Thirty-fourth Street
Thirty-fifth Street